

Clean Energy Advisory Board - Stakeholder Engagement and Marketing Committee

September 25, 2020

10 am – noon

DRAFT MINUTES

Committee Chair Hannah Coman convened the Stakeholder Engagement and Marketing Committee call at 10:06 am. Chair Coman conducted a roll call: Susan Kruse, Sam Towell, Will Reisinger, and Hannah Coman were present. DMME staff attending included Carrie Hearne, Daniel Farrell and Jordan Burns. Grant Kronenberg from Office of the Attorney General was also present.

Hearne read the electronic meeting statement into the record. Coman asked for a motion on approving electronic meeting; Towell moved and Kruse seconded.

Meeting minutes from the September 4 Stakeholder Engagement and Marketing Committee were distributed and posted on the CEAB website. As members had not reviewed the 9/4 minutes, approval was deferred to the next meeting.

The group reviewed Coggle network map. Hearne added the organization names that were suggested by Kruse and Towell. Hearne asked if any additional organizations should be added. Coman noted that it's a thorough accounting of organizations that should be involved. Kruse noted that when outreach begins, this will be a good guide for making sure all of these organizations are contacted. Kruse noted that State Legal Aid organizations are a great opportunity for potential programs recipients, and has a message in to the Director of the state organizations. There are 10 legal aid programs statewide. Reisinger noted that Virginia Poverty Law Center (VPLC) has a relationship with all the legal aid offices for training and consumer education.

Hearne brought up analysis conducted via the US Department of Energy's Low-income Energy Affordability Data (LEAD) tool. The data compiled include energy burden (% of income spent on energy costs), total energy cost, LMI housing counts, location and utility service territory. Kruse asked a question if the energy burden is across the county or city. Kruse noted that Charlottesville average of 2.6% belied the fact that up to 25% households have energy burdens well above 6%. She noted that disparate incomes can throw off the averages per census tract. In conclusion, there are a large number of jurisdictions in Virginia where residents have high energy burdens. Hearne noted that the LMI solar program is to be available statewide regardless of service territory. Coman noted that some of the areas (such as Danville) have very high energy costs and therefore high energy burdens. Towell suggested that Danville purchases from Appalachian Power Company. Reisinger asked where the energy cost numbers from the LEAD tool comes from. Farrell confirmed that LEAD tool data comes from the US Census American Community Survey.

Hearne next brought up a list of sample questions that we might use to elicit information from stakeholders about the LMI solar pilot program. Hearne has asked a contact at MDV-SEIA for help with setting up a listening session with solar installers, however some of the installers may not be willing to answer questions in a setting where their competitors are present. An alternative would be a supplemental written survey. Coman suggested that not reviewing these in real-time during the

meeting would be the best approach. Kruse asked about when dates for stakeholder meetings will be set. Hearne said a doodle poll will be sent to solar installers who expressed interest looking to the week of October 12 to set a meeting. Coman asked Reisinger if he could help since he represents solar industry clients, which he stated he could.

Farrell will reach out to Weatherization providers through the Association of Energy Conservation Professionals to discuss an outreach/engagement plan for this group. Hearne shared some updates on some of the stakeholder engagement work on LMI solar that took place in Oregon, and how LMI communities and community-based organization were engaged in that process. Kruse asked for a process summary in terms of how the outreach will be conducted.

Coman suggested opening up the public comment period. No public comments. Kevin Siebert at Geotechnical Consultants is on the line.

Coman asked Hearne to recap next steps:

1. Solar company listening session – Today is the last day for solar installers to indicate to MDV-SEIA if they're interested in participating.
2. Should a separate written survey be sent to ask questions that may not be appropriate for a listening session? Coman stated yes, this would be helpful. Kruse agreed. Reisinger will be included in discussion around questions.
3. In terms of developing outreach processes for LMI customers, Hearne is researching the Oregon Inclusive Innovation Project, which developed equitable stakeholder process for LMI community solar program in Oregon. Kruse would like to attend, as would Coman. If two Board members attend, it is not considered a public meeting.
4. Hearne noted that DMME is working with Clean Energy States Alliance (CESA) for additional technical assistance opportunities through the North Carolina Clean Technology Center (NCCTC) for incentive levels and market assessment

Coman noted that 9/4 and 9/25 minutes will be distributed prior to next meeting

Meeting was adjourned at 11:22 am.